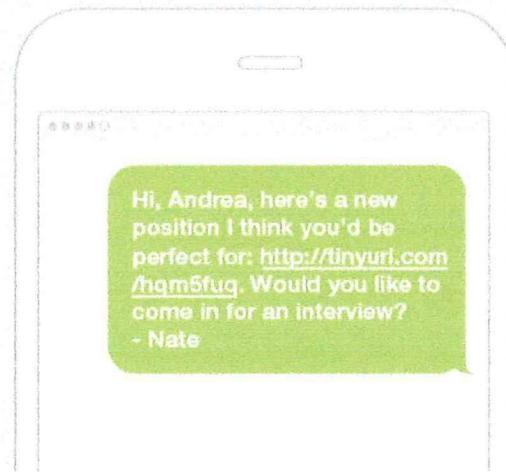


LONG CODES

333-555-1234

(10 DIGIT NUMBER)



- 10-digit number that looks like a traditional phone number
- Tied to a text-enabled phone line, routed through a phone or an app on your computer
- Use it for texting, voice calls, and more

Firms use long-code texting to connect with their clients in a meaningful way.

Face-off!

Long Code vs. Short Code

Feature	Long-Code Texting	Short-Code Texting
Communication	Two-way personalized communication	One-way mass communication
Phone number	10-digit number, similar to a traditional phone number	5- or 6-digit number
Set-up	Set up is quick and easy, and you may be up and running with a long code number in as little as four hours	Set up to run a short code campaign is lengthy, usually four months , and requires approval from multiple carriers
Price	Usually less than \$100 per month	\$500 – \$1000 monthly leasing fee, plus additional messaging fees and monthly keyword fees
Recipient fees	End user charged only their standard messaging fees	End user may incur additional fees, including recurring monthly charges

	Usable across wireless carriers	Approval at the discretion of individual wireless carriers; approval process lengthy
Reach	International capabilities	Use limited to the country of origin; each country in a campaign requires a unique number
Capabilities	Use the same phone number for voice calls, fax, and text	No voice or fax capabilities
Convenience	Clients can call the number you text them from	Clients cannot call the number you text them from
Longevity	Purchased for the long term and owned in the same way a company owns any telephone number	Leased for at most 12 months before renewal is required; shared short codes can simultaneously be used by other companies, such as your competition

Set-up

Setting up a short code: Notoriously difficult

- Request a short code from Common Short Code Association (CSCA).
- Commit to paying a leasing fee for three, six, or 12 months, just to *register* your short code number, regardless of whether any wireless carriers approve your campaign (https://www.usshortcodes.com/info/get_a_short_code/start_sms_marketing_campaign/)
- Submit your campaign proposal to each wireless carrier, who may accept or reject your proposal, it's up to them
- Can't text any clients whose wireless carrier rejects your plan
- Get campaign itself vetted by the CSCA
- **Process usually takes four months**

Setting up a long code: Super easy

- Fill out a form online or make a call
- **Be texting in as little as four hours**

Pricing

Short codes: Expensive

- \$1000/month for a dedicated short code number (https://www.usshortcodes.com/info/get_a_short_code/start_sms_marketing_campaign/)
- \$500/month for a shared short code you might share with your competitor

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Long codes: Affordable

- \$20/month – \$200/month
- Usually unlimited texting

Leasing and running a three-month short-code campaign can cost more than an entire year of unlimited long-code service.

Use

Short codes: Mass blasts. Opt-in required.

- Promotions and deals
- Bill reminders
- Emergency notifications
- Weather updates
- Traffic updates
- Security notifications
- Sweepstakes and contests
- Voting

Long codes: Personalized communication. No opt-in required.

- Sending appointment reminders
- Confirming appointment times
- Gathering customer information
- Providing targeted, valuable content
- Informing clients of opportunities
- Troubleshooting product or service problems
- Customer service chats

Clients can use long code to:

- Ask product questions
- Update contact information
- Inquire about service changes
- Confirm appointments
- Notify of late arrivals
- Solicit sales advice